

Cambridge Stores 15

R.M.	N.R.M.	700,000 units
14,820	10,506	25,326
<u>x .85</u>	<u>y = x .85</u>	
12,597	8,930	
		<u>21,527</u>

past Cambridge (camera) (sweatshirt) promotions have been
21,665 - 22,189 stores

Based on 9600 sweatshirts sold, utilization is 21,434

Option 1

- utilizing ~~as camera~~

	Stores w/ 30 deals	Stores w/ 60 deals	Total
1	1050 12000	178	2178
2	1500 4200	357	4557
3	5400 10800	466	5866
4	5400 15000	466	5866
5	21000 30000	198	3198
	20,000	1,605	21,665

If we are allocating displays to the three excess stores in region

# deals 30	400,000	99,900	699,900 ~ 700k
40	806,000	99,900	899,900 ~ 900k

deals $700,000 \times 1.5 \frac{\text{carton}}{\text{deals}} \times \frac{200 \text{ cig}}{\text{cart}} = 210 \text{ mm} \approx 3.26 \text{ mm} \sim \$5.5/\text{m}$

$400,000 \times 1.5 \frac{\text{carton}}{\text{deals}} \times \frac{200 \text{ cig}}{\text{cart}} = 270 \text{ mm} \approx 4.19 \text{ mm} \sim 15.5/\text{m}$

200,000

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$$\begin{array}{r}
 19980 \\
 \underline{11020} \\
 \hline
 21,600 \\
 \underline{21,241} \\
 \hline
 \textcircled{359} \\
 \textcircled{160} \\
 \hline
 \textcircled{1,080,000} \\
 \textcircled{1,981,930} \\
 \hline
 -12,000 \\
 \hline
 \end{array}
 \quad
 \begin{array}{r}
 = 820,000 \\
 \hline
 19,702 \\
 \underline{1539} \\
 \hline
 21,241 \\
 \hline
 400
 \end{array}$$

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